

PERSONAL PERFORMANCE REPORT

DATE: 09/24/97

EMPLOYEE'S NAME: George Villafane

DIVISION: #1222

ACTIVITIES CONDUCTED: ☒ WWW ☐ T/A ☐ A/A ☐ SOLVENCY CHECK

CALLS 5

OBJECTIVE(S): Retail Rep Development

SIGNIFICANT WORK METHODS OBSERVED	COMMENTS
Identify and Ensure Compliance	George demonstrated a desire to ensure compliance of all RJR displays. Any non-compliance issues observed were clearly addressed with store management and handled appropriately. George is in the process of obtaining counter plan-o-grams for each of his contracted stores as without them he has no idea as to what contract terms were agreed upon between the Sales Rep and store manager. This lack of information inhibits his ability to effectively identify/handle compliance issues
Review Product Issues	George effectively got to the product in all calls in order to identify any product issues. Outdated product was marked for return. Low and Out of stock issues were addressed with store management and suggested orders were left to remedy those situations.
Place Displays/POS/Promotions	All displays were cleaned and advertising was refreshed in each call. All POS was current and reflected workplan objectives and assignment needs. All on hand promotions were effectively placed in full view of the consumer.
Complete Administration	Master List was checked for accuracy with store manager in each call. Appropriate updates i.e. wholesalers and phone #'s were made.

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OBSERVATIONS ON PRIMARY ACCOUNTABILITIES/PERSONAL ATTRIBUTES/OTHER:

George displays a positive attitude and a desire to thoroughly handle his accountabilities in each call. The displays and advertising placed at retail was clean, neat and appealing to consumers. Utilize the 7 steps of Retail Rep call procedures to ensure all accountabilities are covered in each call. To more effectively cover all assigned accounts a systematic routing must be developed based on assignment/account needs as well as uncontrollable outside factors. i.e. parking restrictions. Utilize the knowledge and experience of your Retail Manager and the Sales Rep with whom you share geography to develop this routing. (Chris can assist you in identifying the best days or time of day to make calls where you may have parking or other uncontrollable issues)

Manager's Signature: Mike McHugh

☒ Employee Signature: _____

☒ Date Copy Provided to Employee: 09/25/97